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In re Application of: Spencer A. Rathus, et al.

Serial No.: TO BE ASSIGNED

Group Art Unit: TBA

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Examiner: TBA

For: METHOD AND APPARATUS FOR
ACCESSING ELECTRONIC DATA
VIA A FAMILIAR PRINTED MEDIUM

Atty. Doc. No.: 660-020

Honorable Commissioner of Patents and Trademarks
Washington, D.C. 20231

SUPPLEMENTAL PRELIMINARY AMENDMENT

Prior to substantive review of the subject application,
please amend as follows:

IN THE CLAIMS

Please cancel claims 1-167. Please add the following new
claims:

168. A system for displaying programming to a user, the system
comprising:

a printed document issued by an educational institution

having at least one machine recognizable feature;

a feature recognition unit having associated therewith

a means for recognizing said feature and a means

for transmitting a coded signal in response to the

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recognition of said feature;

an intelligent controller having associated therewith a
means for accessing said programming material in
response to receiving said coded signal; and
a display unit for presenting said programming
material.

168. A system as defined in claim 168 wherein said printed
document issued by an educational institutional comprises a
course catalogue.

170. A system as defined in claim 168 wherein said printed
document issued by an educational institutional comprises a
brochure about programs.

171. A system as defined in claim 168 wherein said printed
document issued by an educational institutional comprises a
registration printed document.

172. A system as defined in claim 168 wherein said printed
document issued by an educational institutional comprises a

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financial aid application.

173. A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises instructional material.

174. A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises a test.

175. A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises a library card.

176. A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises an identification card.

177. A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises a tag.

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178. A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises a decal.

179. A system as defined in claim 178 wherein said decal comprises a parking permit.

180. A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises an invoice.

181. A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises a receipt.

182. A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises a credit card.

183. A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises an

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application form.

184. A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises a transcript.
185. A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises a poster.
186. A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises a banner.
187. A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises a meal ticket.
188. A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises a schedule of events.

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189. A system as defined in claim 188 wherein said schedule of events comprises athletic events.

190. A system as defined in claim 188 wherein said schedule of events comprises cultural events.

191. A system as defined in claim 168 wherein said printed document issued by an educational institutional comprises a letter of recommendation.

192. A system as defined in claim 168 wherein said at least one machine recognizable feature has associated therewith a data link which is recognized by said feature recognition unit.

193. A system as defined in claim 192 wherein said data link comprises an image data link.

194. A system as defined in claim 192 wherein said data link comprises a video data link.

195. A system as defined in claim 192 wherein said data link

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comprises a programming data link.

196. A system as defined in claim 192 wherein said data link comprises a sound data link.

197. A system as defined in claim 192 wherein said data link comprises an online data link.

198. A system as defined in claim 192 wherein said data link comprises an online shopping data link.

199. A system as defined in claim 192 wherein said data link comprises a pictorial data link.

200. A system as defined in claim 192 wherein said data link comprises an electronic data link.

201. A system as defined in claim 192 wherein said data link comprises an electronic media link.

202. A system as defined in claim 192 wherein said data link

[illegible]

203. A system as defined in claim 202 wherein said "information
superhighway" data link comprises the internet.

205. A system as defined in claim 202 wherein said "information
superhighway" data link comprises a computer network.

207. A system as defined in claim 202 wherein said "information
superhighway" data link comprises a telephone line.

208. A system as defined in claim 202 wherein said "information
superhighway" data link comprises a CATV line.

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superhighway" data link comprises a local area network.

210. A system as defined in claim 202 wherein said "information superhighway" data link comprises a wide area network.

211. A system as defined in claim 202 wherein said "information superhighway" data link comprises a data communications network.

212. A system as defined in claim 202 wherein said "information superhighway" data link comprises an Internet Product Service Directory.

213. A system as defined in claim 202 wherein said "information superhighway" data link comprises a globally based digital communications network.

214. A system as defined in claim 202 wherein said "information superhighway" data link comprises a wireless network link.

215. A system as defined in claim 202 wherein said "information

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superhighway" data link comprises a Wireless Application Protocol internet.

216. A system as defined in claim 202 wherein said "information superhighway" data link comprises an ethernet network.

217. A system as defined in claim 202 wherein said "information superhighway" data link comprises a RF cellular network.

218. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a bar code.

219. A system as defined in claim 218 wherein said bar code comprises a Universal Product Code.

220. A system as defined in claim 218 wherein said at least one machine recognizable feature comprises an invisible bar code.

221. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic code.

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222. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a printed character.

223. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a symbol.

224. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a pictorial icon.

225. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible indicia.

226. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a two-dimensional figure.

227. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an icon.

228. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible icon.

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229. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a watermark.

230. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible watermark.

231. A system as defined in claim 230 wherein said invisible watermark comprises a digital watermark.

232. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a series of alphanumeric characters.

233. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a binary code.

234. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a digital watermark.

235. A system as defined in claim 168 wherein said at least one

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machine recognizable feature comprises a magnetic strip.

236. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a code.

237. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an online shopping product code.

238. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping product code.

239. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an online shopping service code.

240. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping service code.

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241. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an analog pattern.

242. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a hieroglyphic character.

243. A system as defined in claim 168 wherein said programming material comprises information.

244. A system as defined in claim 243 wherein said information comprises information about an educational institution.

245. A system as defined in claim 243 wherein said information comprises information about an individual identified by said printed document issued by an educational institutional.

246. A system as defined in claim 243 wherein said information comprises a "background check" of an individual identified by said printed document issued by an educational institutional.

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247. A system as defined in claim 243 wherein said information comprises information about an organization identified by said printed document issued by an educational institutional.

248. A system as defined in claim 243 wherein said information comprises a "background check" of an organization identified by said printed document issued by an educational institutional.

249. A system as defined in claim 243 wherein said information comprises information about a product associated with said educational institution.

250. A system as defined in claim 243 wherein said information comprises a description of the campus of an educational institution.

251. A system as defined in claim 243 wherein said information comprises a map of a campus.

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252. A system as defined in claim 243 wherein said information comprises a map of the locale of the campus.

253. A system as defined in claim 243 wherein said information comprises directions for traveling to the campus.

254. A system as defined in claim 243 wherein said information comprises information about visitor accommodations.

255. A system as defined in claim 243 wherein said information comprises an academic calendar.

256. A system as defined in claim 243 wherein said information comprises course information.

257. A system as defined in claim 243 wherein said information comprises application requirements.

258. A system as defined in claim 243 wherein said information comprises financial aid information.

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259. A system as defined in claim 243 wherein said information comprises tuition schedules.

260. A system as defined in claim 243 wherein said information comprises course grades.

261. A system as defined in claim 243 wherein said information comprises information on job opportunities in the locale of said educational institution.

262. A system as defined in claim 168 wherein said programming material comprises a service.

263. A system as defined in claim 262 wherein said service includes displaying promotional programming on said display unit of said user.

264. A system as defined in claim 262 wherein said service includes conducting an interaction with said user via a telephone.

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265. A system as defined in claim 262 wherein said service includes conducting an interaction between a plurality of users via an online communication chat link.
266. A system as defined in claim 262 wherein said service includes a virtual tour of an educational institution.
267. A system as defined in claim 262 wherein said service includes conducting an interaction with said user and an educational institution staff member.
268. A system as defined in claim 262 wherein said service includes conducting an interaction with said user and a student.
269. A system as defined in claim 262 wherein said service includes registering for courses.
270. A system as defined in claim 262 wherein said service includes cancelling courses.

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271. A system as defined in claim 262 wherein said service includes applying for admission.

272. A system as defined in claim 262 wherein said service includes registering for online courses.

273. A system as defined in claim 262 wherein said service includes applying for financial aid.

274. A system as defined in claim 262 wherein said service includes paying tuition and fees.

275. A system as defined in claim 262 wherein said service includes taking an online examination.

276. A system as defined in claim 262 wherein said service includes obtaining tickets for events.

277. A system as defined in claim 276 wherein said events comprise on-campus events.

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278. A system as defined in claim 276 wherein said events
comprise off-campus events.
279. A system as defined in claim 262 wherein said service
includes tracking a users online activities.
280. A system as defined in claim 168 wherein said display unit
comprises a personal computer.
281. A system as defined in claim 280 wherein said personal
computer comprises a laptop computer.
282. A system as defined in claim 168 wherein said display unit
comprises a television.
283. A system as defined in claim 168 wherein said display unit
comprises a device containing a microprocessor.
284. A system as defined in claim 283 wherein said device
containing a microprocessor is hand-held.

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285. A system as defined in claim 283 wherein said device containing a microprocessor is portable.
286. A system as defined in claim 168 wherein said display unit comprises a personal digital planner.
287. A system as defined in claim 168 wherein said display unit comprises an internet appliance.
288. A system as defined in claim 168 wherein said display unit comprises a cellular telephone.
289. A system as defined in claim 168 wherein said display unit comprises a wireless communication device.
290. A system as defined in claim 168 wherein said display unit comprises a simulated book.
291. A system as defined in claim 168 wherein said display unit comprises an intelligent terminal.

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292. A system as defined in claim 168 wherein said display unit comprises a web-based television.
293. A system as defined in claim 168 wherein said display unit comprises a pager.
294. A system as defined in claim 168 wherein said display unit comprises an Internet-enabled telephone.
295. A system as defined in claim 168 wherein said recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code scanner, an optical code reader, an optical reader, a personal camera, a personal computer reader, a digital camera, a digital mouse and an optical mouse.
296. A system as defined in claim 295 wherein said recognition unit is linked to a personal computer.
297. A system as defined in claim 295 wherein said recognition unit is linked to a wireless interface.

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298. A system as defined in claim 297 wherein said wireless interface comprises a wireless network.
299. A system as defined in claim 298 wherein said wireless network comprises a cellular network.
300. A system as defined in claim 297 wherein said wireless interface comprises a cellular telephone.
301. A system as defined in claim 297 wherein said wireless interface comprises a pager.
302. A system as defined in claim 297 wherein said wireless interface comprises a wireless personal computer.
303. A system as defined in claim 297 wherein said wireless interface comprises a personal digital assistant.
304. A system as defined in claim 297 wherein said recognition unit is linked to a personal digital assistant.

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305. A system as defined in claim 295 wherein said recognition unit is linked to an Internet appliance.

306. A system as defined in claim 295 wherein said recognition unit is linked to a television set.

307. A system as defined in claim 295 wherein said recognition unit comprises a portion of a cellular telephone.

308. A system as defined in claim 295 wherein said recognition unit comprises a portion of a personal digital assistant.

309. A system as defined in claim 295 wherein said recognition unit comprises a portion of a remote control unit.

310. A system as defined in claim 295 wherein said recognition unit comprises a portion of a handwriting implement.

311. A method of providing a user access to programming material, comprising the steps of:

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imprinting a machine recognizable feature within a printed document issued by an educational institution;

scanning said machine recognizable feature of said printed document issued by an educational institution; and

transmitting data associated with said machine recognizable feature via a communication link to access said programming material, wherein said programming material is related to said printed document issued by an educational institution.

312. The method of claim 311 wherein said communication link includes the Internet.

313. The method of claim 311 wherein said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, icon, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of

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alphanumeric characters, binary code, digital watermark, magnetic strip, code, analog pattern, and hieroglyphic character.

314. A method of providing a user access to supplemental programming material associated with a printed document issued by an educational institution, comprising the steps of:

imprinting a machine recognizable feature within said printed document issued by an educational institution wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

scanning said machine recognizable feature within said printed document issued by an educational institution and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server; and

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transmitting said programming material to said user
allowing said user to perceive said programming material in
a humanly perceivable form, wherein said programming
material is related to said printed document issued by an
educational institution.

315. The method of claim 314 wherein said programming material
comprises multimedia.

316. The method of claim 314 wherein said machine recognizable
feature is selected from a group consisting of a bar code, a
universal product code, invisible bar code, magnetic code,
printed character, symbol, icon, invisible indicia, two-
dimensional figure, icon, invisible icon, watermark,
invisible watermark, digital watermark, series of
alphanumeric characters, binary code, digital watermark,
magnetic strip, code, analog pattern, and hieroglyphic
character.


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REMARKS

Applicant respectfully submits that claims 168-316 represent a patentable contribution to the art and the application is believed to be in good condition for allowance. Early and favorable action is respectfully requested.

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Respectfully submitted,



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